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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/916,030	07/25/2001	Amy E. Messner	10010532-1	7422
7590 12/18/2006			EXAMINER	
HEWLETT-PACKARD COMPANY			BEKERMAN, MICHAEL	
Intellectual Property Administration P.O. Box 272400 Fort Collins, CO 80527-2400			ART UNIT	PAPER NUMBER
			3622	

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)		
Office Assistant Communication	09/916,030	MESSNER ET AL.		
Office Action Summary	Examiner	Art Unit		
	Michael Bekerman	3622		
The MAILING DATE of this communication apportant Period for Reply	ears on the cover sheet w	ith the correspondence address		
A SHORTENED STATUTORY PERIOD FOR REPLY WHICHEVER IS LONGER, FROM THE MAILING DA - Extensions of time may be available under the provisions of 37 CFR 1.13 after SIX (6) MONTHS from the mailing date of this communication. - If NO period for reply is specified above, the maximum statutory period w - Failure to reply within the set or extended period for reply will, by statute, Any reply received by the Office later than three months after the mailing earned patent term adjustment. See 37 CFR 1.704(b).	ATE OF THIS COMMUNI 6(a). In no event, however, may a fill apply and will expire SIX (6) MON cause the application to become Al	CATION. reply be timely filed ITHS from the mailing date of this communication. BANDONED (35 U.S.C. § 133).		
Status				
 1) ⊠ Responsive to communication(s) filed on 19 Section 2a) ☐ This action is FINAL. 2b) ☒ This 3) ☐ Since this application is in condition for allowant closed in accordance with the practice under Extended 19 Section 2b. 	action is non-final. ice except for formal mat	• / / / / / / / / / / / / / / / / / / /		
Disposition of Claims				
4) ☐ Claim(s) 1-26 is/are pending in the application. 4a) Of the above claim(s) is/are withdraw 5) ☐ Claim(s) is/are allowed. 6) ☐ Claim(s) 1-26 is/are rejected. 7) ☐ Claim(s) is/are objected to. 8) ☐ Claim(s) are subject to restriction and/or	•			
Application Papers				
9) The specification is objected to by the Examiner 10) The drawing(s) filed on is/are: a) access applicant may not request that any objection to the confidence of the	epted or b) objected to drawing(s) be held in abeyare on is required if the drawing	nce. See 37 CFR 1.85(a). (s) is objected to. See 37 CFR 1.121(d).		
Priority under 35 U.S.C. § 119				
 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f). a) All b) Some * c) None of: 1. Certified copies of the priority documents have been received. 2. Certified copies of the priority documents have been received in Application No. 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)). * See the attached detailed Office action for a list of the certified copies not received. 				
Attachment(s) 1) Notice of References Cited (PTO-892) 2) Notice of Draftsperson's Patent Drawing Review (PTO-948) 3) Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date	Paper No(Summary (PTO-413) s)/Mail Date nformal Patent Application 		

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DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 9/19/2006 has been entered.

Claim Objections

- 2. The amendment filed 9/19/2006 is objected to under 35 U.S.C. 132(a) because it introduces new matter into the disclosure. 35 U.S.C. 132(a) states that no amendment shall introduce new matter into the disclosure of the invention. The added material which is not supported by the original disclosure is as follows: Claims 1, 5-7, 9, 11, 12, 14-16, 18-20, 22-24, and 26 all recite the limitation "locating a list of items in proximity to the ephemeral items". This proximity location does not appear to be disclosed in the specification. Applicant is required to cancel the new matter in the reply to this Office Action.
- 3. Claims 8, 10, and 13 are objected to under 37 CFR 1.75(c), as being of improper dependent form for failing to further limit the subject matter of previous claims.

 Applicant is required to cancel the claim(s), or amend the claim(s) to place the claim(s)

in proper dependent form, or rewrite the claim(s) in independent form. The parent claims already order items based on physical location, and these claims simply repeat that limitation.

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Claim Rejections - 35 USC § 112

The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

4. Claims 1, 5-7, 9, 11, 12, 14-16, 18-20, 22-24, and 26 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the enablement requirement.

The claim(s) contains subject matter which was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention. The specification does not explain how a sorted list may be configured to locate a list (of items) in proximity to ephemeral items. The specification also does not explain any usefulness in knowing where a list is in relation to the location of ephemeral items, or how this proximity information would help "to encourage purchase of the ephemeral items".

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

5. Claims 1, 5-7, 9, 11, 12, 14-16, 18-20, 22-24, and 26 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point

out and distinctly claim the subject matter which applicant regards as the invention.

Regarding claims 1, 5-7, 9, 11, 12, 14-16, 18-20, 22-24, and 26, these claims recite the limitation "the sorted list is configured to locate the list of items in proximity to the ephemeral items". It is unclear how a sorted list can be configured in such a way as to display a distance (proximity) between that list and ephemeral items.

Further regarding claim 1, this claim recites multiple iterations of the limitation "consumer-specified purchase preferences" (also referred to as "consumer-specified preferences", "preference items", and "said preferences"). The first list, however, may be created based on either "required purchases" or "consumer-specified purchase preference items". Thus, if "preference items" are not used to create the first list (and only "required purchases" are used), then any further recitations of preferences or preference items would lack antecedent basis.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

6. Claims 1-26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Suzuki (U.S. Patent No. 6,313,745) in view of Treyz (U.S. Patent No. 6,587,835), and further in view of Richards (U.S. Pub. No. 2001/0039519).

Regarding claims 1-4, Suzuki teaches the obtaining, via a data network, of a list of consumer specified purchase preference items (items taken into the fitting room) (Abstract, Sentence 5), the comparing of those items to items in inventory (stock information database) (Column 6, Lines 62-67), the generating of a second list of items including at least one item that is at least: on said first list (different colors of an item still refer to the same item) (Column 8, Lines 1-3), conforming to at least one of said consumer-specified preferences (Abstract, Sentence 5), related to at least one item on said consumer list (Abstract, Sentence 5), and is a promoted inventory item on said list of preference items (Column 6, Lines 62-67), and the generating of a third list of items in inventory and available for purchase according to said preferences (the list generated by the server is the second list, while the list generated by the in-store terminal is the third list) (Abstract, Sentences 6 and 7). Suzuki also teaches the changing of consumer preferences items due to a consumer-specified extrinsic event (time of year, found based on consumer purchase and trial history) (Column 9, Lines 1-8). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended

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by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Treyz teaches ephemeral coupons (Column 37, Lines 32-34). Treyz also teaches providing a shopping list to a consumer after they have entered the store (Column 48, Lines 62-67 and Column 49, Lines 1-3). Suzuki and Treyz don't appear to specify the ordering of items in the recommendation list according to location within the store. Richards teaches a consumer recommendations system that orders recommended products according to location in the physical store (Abstract). It would have been obvious to one having ordinary skill in the art at the time the invention was made to order the items on a list in any way, including the one taught by Richards. Richard's ordering method allows a user to find recommended products more quickly. Since the items of Richards are sorted based on the way the recommendation list is sorted, this reads on sorting the list and the (ephemeral) items to conform with one another.

Regarding claims 5, 6, and 11, Suzuki teaches the obtaining, via a data network, of a list of consumer specified purchase preference items (items taken into the fitting room) (Abstract, Sentence 5) and a list of items previously purchased by the consumer (Abstract, Sentence 8), the comparing of preference items to history items (Column 8, Lines 58-67), and the generating of a list of items including at least one item that is at least based on the comparison (Column 8, Lines 58-67). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an

electronic coupon to a user's portable device while they are in the store (Column 51,

electronic purchase money voucher for an item on the list. Treyz teaches sending an

Lines 28-43). It would have been obvious to one having ordinary skill in the art at the

time the invention was made to give an electronic coupon for a sale item recommended

by the system. Having an electronic coupon in hand would greater compel a consumer

to purchase the recommended item without wasting the paper for a printed coupon.

Suzuki uses purchase history to determine recommendations. Thus, the coupon is

given after purchases are made. Multiple coupons are capable of being issued. Treyz

teaches ephemeral coupons (Column 37, Lines 32-34). Treyz also teaches providing a

shopping list to a consumer after they have entered the store (Column 48, Lines 62-67

and Column 49, Lines 1-3). Suzuki and Treyz don't appear to specify the ordering of

items in the recommendation list according to location within the store. Richards

teaches a consumer recommendations system that orders recommended products

according to location in the physical store (Abstract). It would have been obvious to one

having ordinary skill in the art at the time the invention was made to order the items on a

list in any way, including the one taught by Richards. Richard's ordering method allows

a user to find recommended products more quickly. Since the items of Richards are

sorted based on the way the recommendation list is sorted, this reads on sorting the list

and the (ephemeral) items to conform with one another.

Regarding claims 7-10, 12, and 13, Suzuki teaches the obtaining of a consumer

purchasing profile (past trial and purchase history) and generating a list of

recommended items in inventory based on the purchasing profile (Abstract, Sentence

8). When a consumer purchases an item, the number of items in inventory will inherently be adjusted. While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Treyz teaches ephemeral coupons (Column 37, Lines 32-34). Treyz also teaches providing a shopping list to a consumer after they have entered the store (Column 48, Lines 62-67) and Column 49, Lines 1-3). Suzuki and Treyz don't appear to specify the ordering of items in the recommendation list according to location within the store. Richards teaches a consumer recommendations system that orders recommended products according to location in the physical store (Abstract). It would have been obvious to one having ordinary skill in the art at the time the invention was made to order the items on a list in any way, including the one taught by Richards. Richard's ordering method allows a user to find recommended products more quickly. Since the items of Richards are sorted based on the way the recommendation list is sorted, this reads on sorting the list and the (ephemeral) items to conform with one another.

Regarding claims 14 and 15, Suzuki teaches the obtaining of a first list of items purchased by a consumer via a data network, the obtaining of a second list of items purchased by a consumer via a data network (items purchased on different days may constitute different lists), and the comparing of the lists to obtain a set of purchase preferences (Abstract, Sentence 8). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Multiple coupons are capable of being issued. Treyz teaches ephemeral coupons (Column 37, Lines 32-34). Treyz also teaches providing a shopping list to a consumer after they have entered the store (Column 48, Lines 62-67 and Column 49, Lines 1-3). Suzuki and Treyz don't appear to specify the ordering of items in the recommendation list according to location within the store. Richards teaches a consumer recommendations system that orders recommended products according to location in the physical store (Abstract). It would have been obvious to one having ordinary skill in the art at the time the invention was made to order the items on a list in any way, including the one taught by Richards. Richard's ordering method allows a user to find

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recommended products more quickly. Since the items of Richards are sorted based on the way the recommendation list is sorted, this reads on sorting the list and the (ephemeral) items to conform with one another.

Regarding claims 16 and 17, Suzuki teaches the obtaining of a first list of items purchased by a consumer, the obtaining of a second list of items purchased by a consumer (items purchased on different days may constitute different lists), the comparing of the lists to obtain a set of purchase preferences (Abstract, Sentence 8), and the rendering of a purchase incentive to the consumer based on the purchase preferences (Column 8, Lines 64-67). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Multiple coupons are capable of being issued. Treyz teaches ephemeral coupons (Column 37, Lines 32-34). Treyz also teaches providing a shopping list to a consumer after they have entered the store (Column 48, Lines 62-67) and Column 49, Lines 1-3). Suzuki and Treyz don't appear to specify the ordering of items in the recommendation list according to location within the store. Richards

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teaches a consumer recommendations system that orders recommended products according to location in the physical store (Abstract). It would have been obvious to one having ordinary skill in the art at the time the invention was made to order the items on a list in any way, including the one taught by Richards. Richard's ordering method allows a user to find recommended products more quickly. Since the items of Richards are sorted based on the way the recommendation list is sorted, this reads on sorting the list and the (ephemeral) items to conform with one another.

Regarding claims 18-21, Suzuki teaches the generating of a computer file containing a list of required purchases and a set of purchase preferences (whether a purchase is important enough to be considered required is up to the individual consumer) (Abstract, Sentence 5), the transmitting of the file from a first computer to a second computer (sent from the fitting room to the server), and the receiving of a list of items to purchase compliant with the purchase preferences and determined by an extrinsic event (user-specified calendar date) (Abstract, Sentence 5 and Column 9, Lines 1-8). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine

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recommendations. Thus, the coupon is given after purchases are made. Treyz teaches ephemeral coupons (Column 37, Lines 32-34). Treyz also teaches providing a shopping list to a consumer after they have entered the store (Column 48, Lines 62-67 and Column 49, Lines 1-3). Suzuki and Treyz don't appear to specify the ordering of items in the recommendation list according to location within the store. Richards teaches a consumer recommendations system that orders recommended products according to location in the physical store (Abstract). It would have been obvious to one having ordinary skill in the art at the time the invention was made to order the items on a list in any way, including the one taught by Richards. Richard's ordering method allows a user to find recommended products more quickly. Since the items of Richards are sorted based on the way the recommendation list is sorted, this reads on sorting the list and the (ephemeral) items to conform with one another.

Regarding claim 22, Suzuki teaches a data network interface for obtaining, via a data network, of a list of consumer specified purchase preference items (items taken into the fitting room) and a list of required purchases (whether a fitting room item is important enough to be considered required is up to the individual consumer) (2 trips to the fitting room can be considered 2 different lists) (Abstract, Sentence 5), a means for comparing preference items to required items (Column 8, Lines 58-67), a means for generating a second list of items including at least one item that is at least: compliant to said consumer-specified preferences (Abstract, Sentence 5), and a means for generating a third list of items in inventory and available for purchase according to said preferences (the list generated by the server is the second list, while the list generated

conform with one another.

by the in-store terminal is the third list) (Abstract, Sentences 6 and 7). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Treyz teaches ephemeral coupons (Column 37, Lines 32-34). Treyz also teaches providing a shopping list to a consumer after they have

entered the store (Column 48, Lines 62-67 and Column 49, Lines 1-3). Suzuki and Treyz don't appear to specify the ordering of items in the recommendation list according to location within the store. Richards teaches a consumer recommendations system that orders recommended products according to location in the physical store (Abstract). It would have been obvious to one having ordinary skill in the art at the time the invention was made to order the items on a list in any way, including the one taught by Richards. Richard's ordering method allows a user to find recommended products more quickly. Since the items of Richards are sorted based on the way the recommendation list is sorted, this reads on sorting the list and the (ephemeral) items to

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Regarding claim 23, Suzuki teaches a data network interface for obtaining, via a data network, of a list of consumer specified purchase preference items (items taken into the fitting room) and a list of required purchases (whether a fitting room item is important enough to be considered required is up to the individual consumer) (2 trips to the fitting room can be considered 2 different lists) (Abstract, Sentence 5), a means for comparing preference items to required items (Column 8, Lines 58-67), a means for generating a second list of items including at least one item that is at least: compliant to said consumer-specified preferences (Abstract, Sentence 5), and a means for generating a third list of items in inventory and available for purchase according to said preferences (the list generated by the server is the second list, while the list generated by the in-store terminal is the third list) (Abstract, Sentences 6 and 7). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Multiple coupons are capable of being issued. Treyz teaches ephemeral coupons (Column 37, Lines 32-34). Treyz also teaches providing a shopping list to a consumer after they have entered the store (Column 48, Lines 62-67

and Column 49, Lines 1-3). Suzuki and Treyz don't appear to specify the ordering of items in the recommendation list according to location within the store. Richards teaches a consumer recommendations system that orders recommended products according to location in the physical store (Abstract). It would have been obvious to one having ordinary skill in the art at the time the invention was made to order the items on a list in any way, including the one taught by Richards. Richard's ordering method allows a user to find recommended products more quickly. Since the items of Richards are sorted based on the way the recommendation list is sorted, this reads on sorting the list and the (ephemeral) items to conform with one another.

Regarding claims 24-26, Suzuki teaches a user interface (the store clerk is a user) for obtaining, via a data network, of a list of consumer specified purchase preference items (items taken into the fitting room) and a list of required purchases (whether a fitting room item is important enough to be considered required is up to the individual consumer) (2 trips to the fitting room can be considered 2 different lists) (Abstract, Sentence 5), a means for comparing preference items to required items (Column 8, Lines 58-67), a means for generating a second list of items including at least one item that is at least: compliant to said consumer-specified preferences (Abstract, Sentence 5), and a means for transferring the second list containing items in inventory and available for purchase according to said preferences, and means for displaying said second list (Figure 10). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device

while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Multiple coupons are capable of being issued. Treyz teaches ephemeral coupons (Column 37, Lines 32-34). Treyz also teaches providing a shopping list to a consumer after they have entered the store (Column 48, Lines 62-67 and Column 49, Lines 1-3). Suzuki and Treyz don't appear to specify the ordering of items in the recommendation list according to location within the store. Richards teaches a consumer recommendations system that orders recommended products according to location in the physical store (Abstract). It would have been obvious to one having ordinary skill in the art at the time the invention was made to order the items on a list in any way, including the one taught by Richards. Richard's ordering method allows a user to find recommended products more quickly. Since the items of Richards are sorted based on the way the recommendation list is sorted, this reads on sorting the list and the (ephemeral) items to conform with one another.

Conclusion

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Bekerman whose telephone number is (571) 272-3256. The examiner can normally be reached on Monday - Friday, 7:30 - 4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric W. Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

MB

JEFFREY D. CARLSON DRIMARY EXAMINER